

Press Release



15 April 2024

GPE announces REPRESENT has signed retail lease for new 5,000 sq ft London flagship store at 135/141 Wardour Street, W1

GPE has announced today that British luxury retail brand, REPRESENT, has signed for its new London flagship store, located at 135/141 Wardour Street, W1. The fashion brand's new space comprises 5,000 sq ft across two floors, which will be its second store globally to date, following its LA store in West Hollywood. The influencer founded brand has over 150 stockists worldwide, including Saks, Neiman Marcus Group, Nordstrom, Flannels, Selfridges and Harrods.

REPRESENT is set to open its doors to its new London flagship in early 2025 and the new store will be the brand's biggest store to date, offering its collection of contemporary menswear, inspired by street culture. The store is in the heart of Soho, prominently positioned on the corner of Wardour Street and Broadwick Street, and within a five-minute walk of Tottenham Court Road's Elizabeth line station. REPRESENT has committed to a 10-year lease.

Sarah Goldman, Head of Retail at GPE, commented: *"We are thrilled that REPRESENT has chosen 135 Wardour Street for their London debut. This will be their second standalone store worldwide, hot on the heels of their LA opening. Vogue hailed them as the 'global contemporary brand' last year, and we have no doubt that the luxury streetwear brand will sit well among the local retail offer adjacent to brands including Supreme, Stussy and Ami; the area's appeal is clearly fast becoming the key location for all the newest streetwear brands."*

Paul Spencer, REPRESENT CEO added: *"We are excited to launch our London flagship store in the heart of Soho. Following our successful opening in LA, our London debut in early 2025 will be our biggest opening to date. For us, London is not just the country's capital, but also a culture & fashion landmark for the whole of Europe, with more international footfall than anywhere else in the UK. As a British brand, it only makes sense to showcase our collections to the international market there. Having started online over 12 years ago, we have built a global community with a thirst for every pillar of our brand, so now to be able to showcase REPRESENT in our own London store is an incredibly proud moment for the brand."*

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About REPRESENT

One of the largest luxury brands to come out of the UK, REPRESENT was founded by brothers George and Michael Heaton in 2011 and has now become a global contemporary brand. REPRESENT offers clothing for every occasion, with regular seasonal ready-to-wear collections, a history of collaborations with iconic rock bands, as well as their elevated performance wear range, named 247. Last year the brand successfully turned over \$100 million.

ABOUT 135/141 Wardour Street

REPRESENT will be a part of GPE's wider offer for the building at 135/141 Wardour Street. The British luxury retail brand will complement best-in-class office and restaurant space throughout the six floors within the building, as well as private terraces available to customers across the 4th to 6th floors and a communal roof terrace. Following a substantial refurbishment, the building will provide outstanding Fully Managed office space designed to meet evolving customer demands and GPE's net zero carbon commitments.

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